

Who uses web archives

How to collect and share Archive-It analytics

April 10, 2024



INTERNET ARCHIVE





Facilitators



Karl Blumenthal
Senior Web Archivist



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Kody Willis
Product Operations Manager



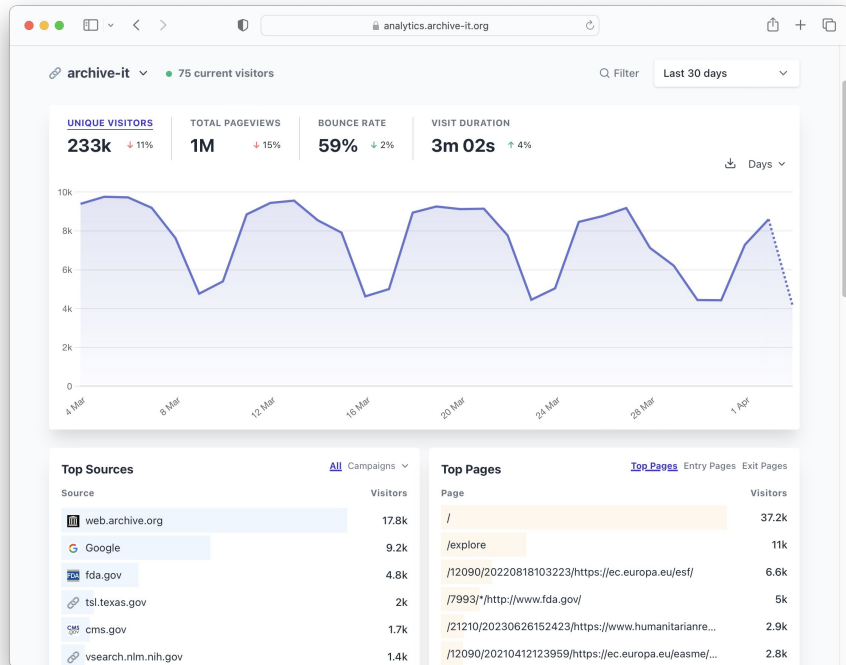
Sarah Beth Seymore
Program Officer



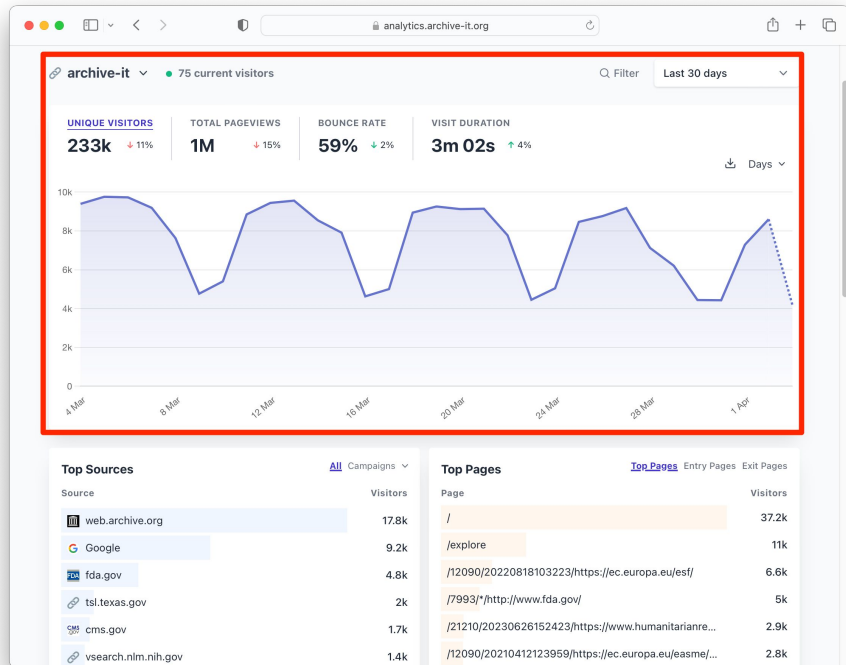
Tanya Ulmer
Web Archivist

Learning objectives

1. Learn how to collect access statistics with Archive-It's new analytics integration.
2. Understand the Plausible Analytics user interface, reports, and meaningful statistics.
3. Explore cases for informing web archiving advocacy, workflows, and resources.
4. Identify opportunities for workflow improvements and feature development.

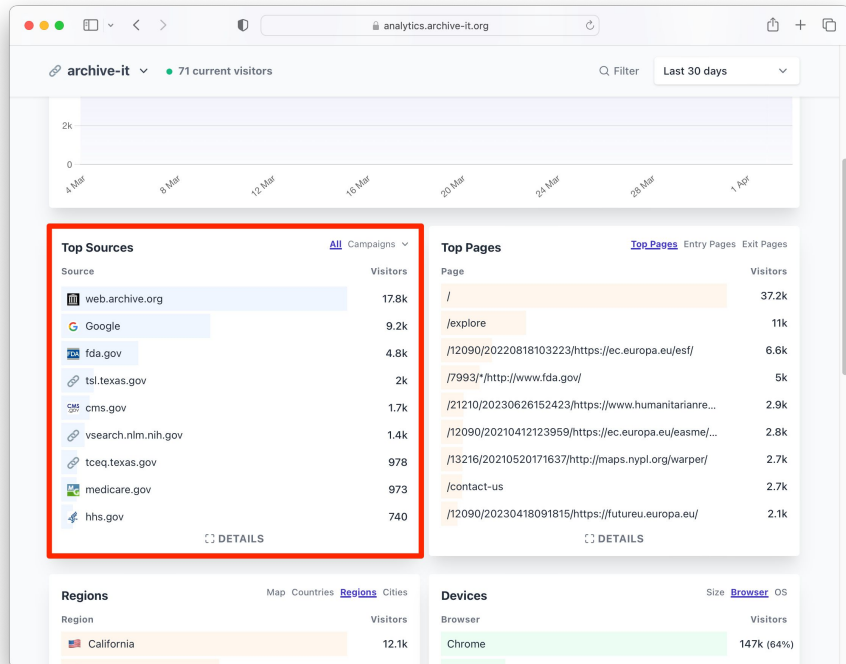


- Integration with [Plausible Analytics](#)
- Hosted by the Internet Archive
- Released September 15, 2023
- Supersedes [Google Analytics integration](#) from 2014
- Maintains user data privacy



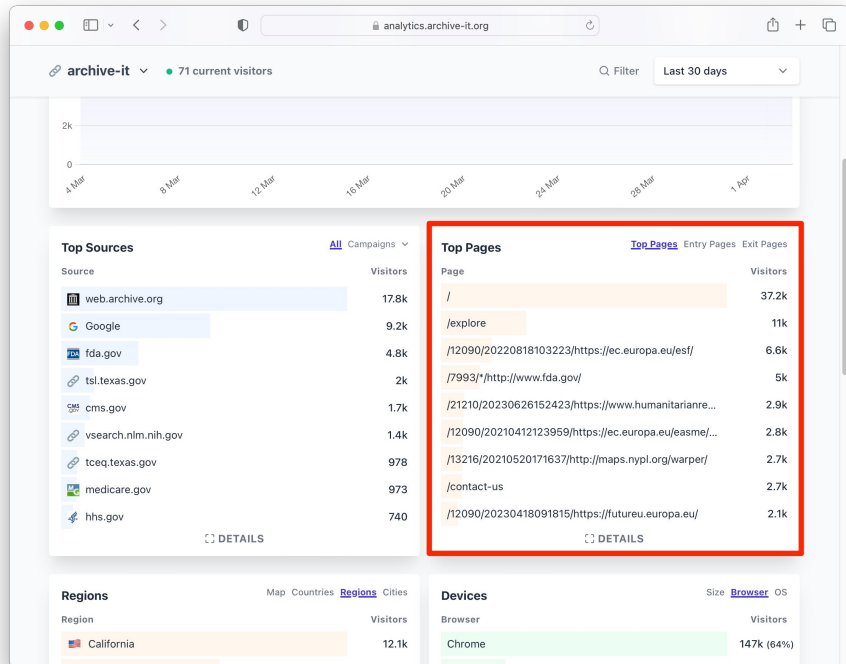
Overview graph

- Track, filter, and download access data for your preferred time interval



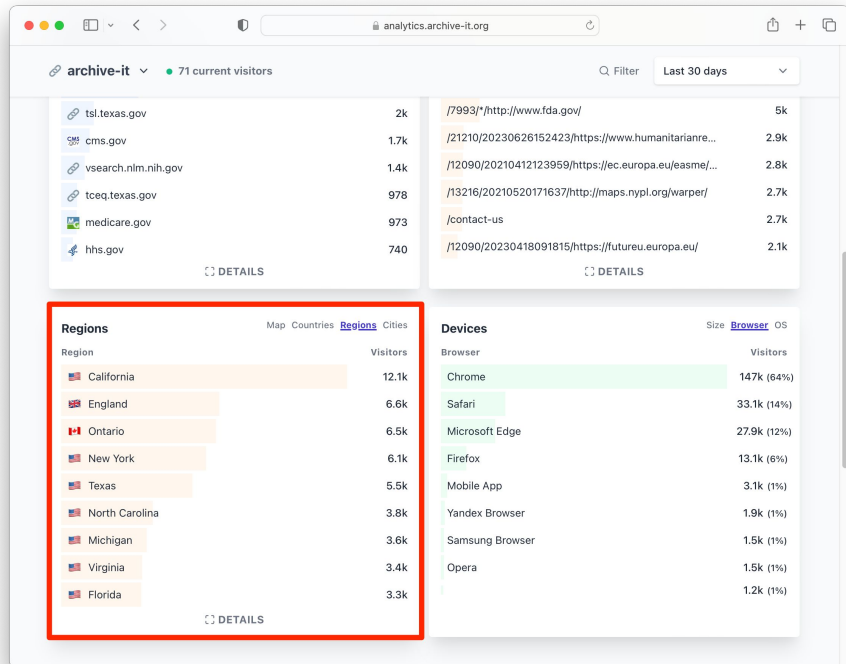
Top Sources

- Sources of traffic to your account, collections, and archived web pages (click “Details” for all sources)



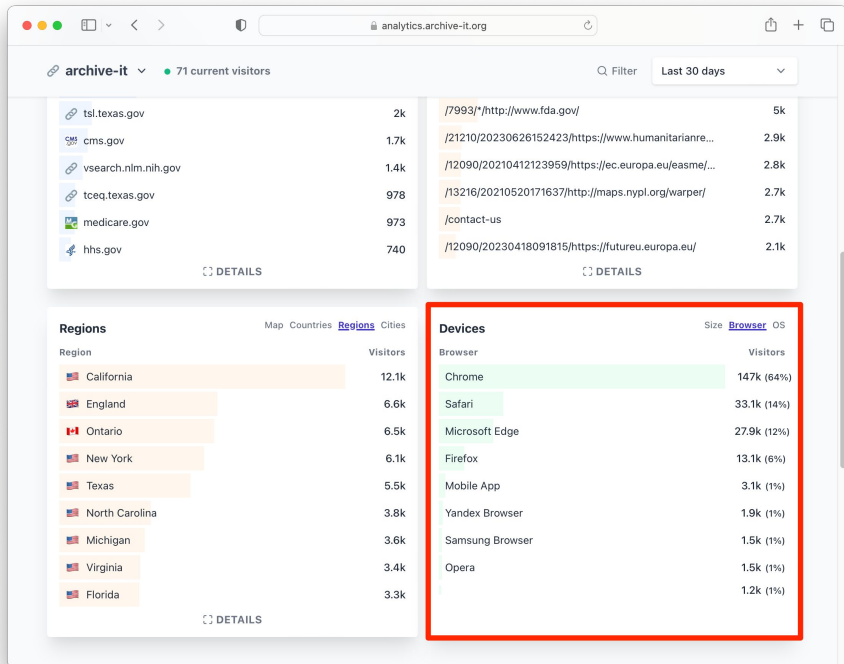
Top Pages

- Most visited pages, entry pages, and exit pages listed by number of visitors (click “Details” for all pages)



Location

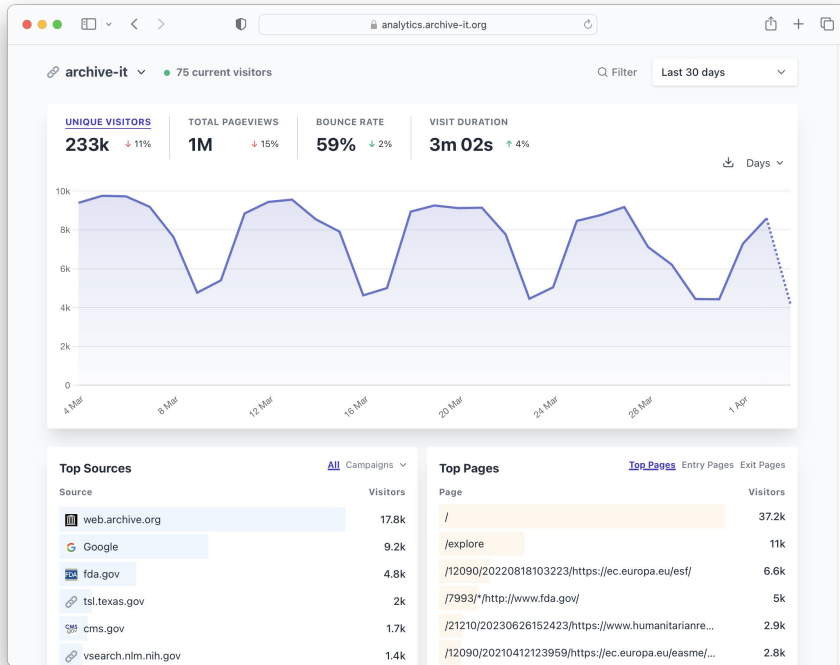
- Approximated geographic areas of visitors mapped or listed by country, region, or city (click “Details” for all locations)



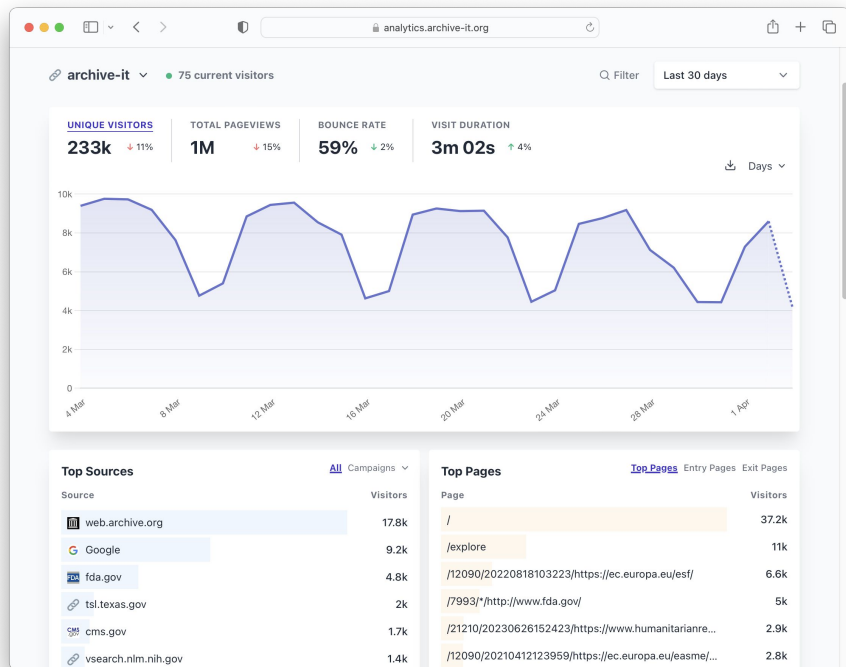
Devices

- Web browsers and operating systems listed by number of visitors

Demo



- Reports for CARTA, Community Webs, and COVID access sites
- Archive-It web app integration
- Local traffic exclusions for partners
- Historical data from Google Analytics
 - [How to export yours today](#)

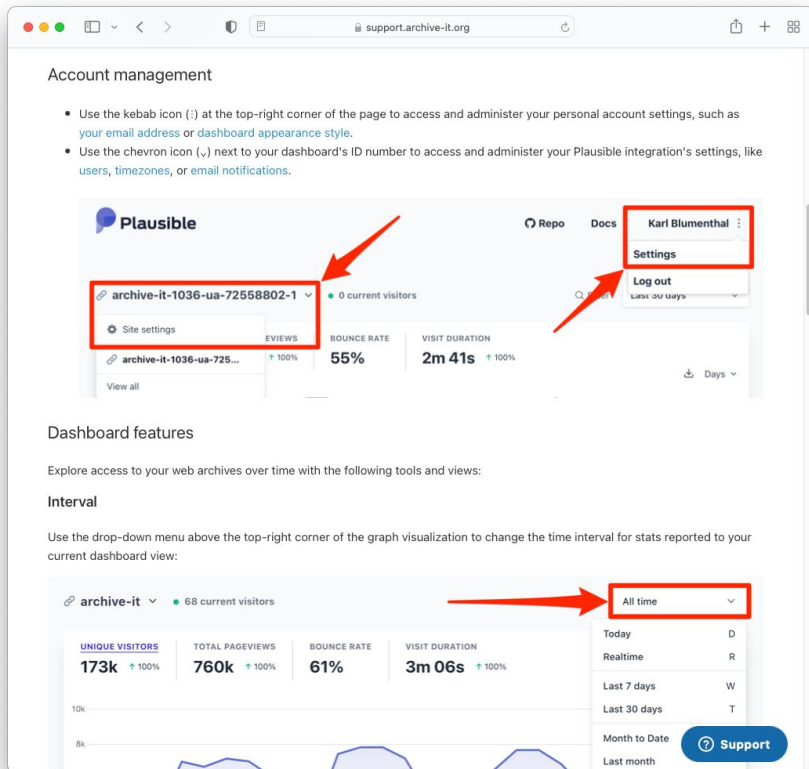


- Top sources include search engines, the Wayback Machine, live site links and redirects, catalogs, finding aids
- 229 accounts integrated
 - 214 migrated, 15 new
- 6/2023 survey respondents (n=38):
 - 74% (28) report statistics to “others in my organization”
 - 50% (19) report monthly

Breakout and Open Discussion

- **Logistics**
 - Break into 5 groups to discuss below questions (~7 min)
 - 1 Facilitator per room
 - Padlet per group for recording answers
 - Facilitator report-out
 - Open/group discussion
- **Breakout room questions**
 - What decisions are you making based off of analytics data?
 - Which feature developments would help you most?
 - What data are you looking for that isn't readily available through this tool/dashboard?

Getting started



The screenshot shows the Plausible dashboard interface. At the top, there's a navigation bar with 'Repo', 'Docs', and a user profile 'Karl Blumenthal'. Below this, the 'Account management' section provides instructions on how to use the kebab icon and chevron icon for account settings. The main dashboard area shows a list of site settings for 'archive-it-1036-ua-72558802-1' and 'archive-it-1036-ua-725...'. A red box highlights the 'archive-it-1036-ua-72558802-1' dropdown menu, and another red box highlights the 'Settings' option in the user profile menu. Below this, the 'Dashboard features' section explains how to use the interval dropdown menu to change the time interval for stats. A red box highlights the 'All time' option in the interval dropdown menu.

Account management

- Use the kebab icon (⋮) at the top-right corner of the page to access and administer your personal account settings, such as your email address or dashboard appearance style.
- Use the chevron icon (▾) next to your dashboard's ID number to access and administer your Plausible integration's settings, like users, timezones, or email notifications.

Plausible

Repo Docs Karl Blumenthal ⋮

archive-it-1036-ua-72558802-1 ▾ 0 current visitors

Site settings

archive-it-1036-ua-725... 100% 55% 2m 41s 100%

View all

Dashboard features

Explore access to your web archives over time with the following tools and views:

Interval

Use the drop-down menu above the top-right corner of the graph visualization to change the time interval for stats reported to your current dashboard view:

archive-it ▾ 68 current visitors

All time ▾

Today D

Realtime R

Last 7 days W

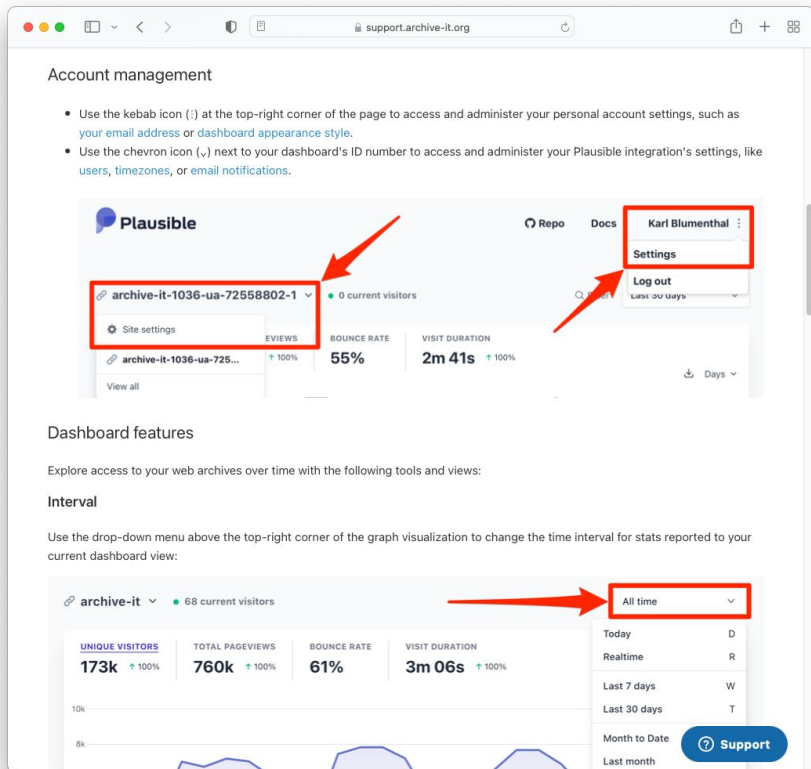
Last 30 days T

Month to Date

Last month

Support

1. Integrate your account: [Submit a ticket here](#)
2. Instructions: [Track access to your web archives with Plausible Analytics](#)
3. More tools for developers: <https://plausible.io/docs>



Account management

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Plausible

Repo Docs Karl Blumenthal ⋮

Settings
Log out
Last 30 days

archive-it-1036-ua-72558802-1 ▾ 0 current visitors

Site settings

archive-it-1036-ua-725... 100% 55% 2m 41s 100%

View all

Days ▾

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Last 30 days T
Month to Date
Last month

UNIQUE VISITORS 173k ↑ 100%
TOTAL PAGEVIEWS 760k ↑ 100%
BOUNCE RATE 61%
VISIT DURATION 3m 06s ↑ 100%

10k
8k

Support

- [Understanding web archive access and use with Google Analytics](#) - Federal Depository Library Program case study by Dory Bower & Andra Stump
- [Sowing the Seeds for More Usable Web Archives](#) - Usability study by Archive-It Mid-Atlantic Partners